

African American
Quit Line Data Summary
April 1 - June 30, 2004

| | African Amer. | State |
|--|----------------------|------------------|
| Number of Calls to Quit Line | N = 133 | N = 2,932 |
| Percent of Statewide Calls | 6.0% | 100.0% |
| Percent of State Population in County¹ | 3.2% | 100.0% |

| | African Am. % | State % |
|--|----------------------|------------------|
| Gender | N = 130 | N = 2,604 |
| Female | 63.1% | 62.4% |
| Male | 36.9% | 37.6% |
| Race/Ethnicity | N = 133 | N = 2,203 |
| African American | 100.0% | 6.0% |
| Age | N = 128 | N = 2,425 |
| Less than 18 years old | 2.3% | 1.8% |
| 18 - 24 years old | 10.9% | 14.6% |
| 25 - 34 years old | 28.9% | 22.7% |
| 35 - 44 years old | 34.4% | 27.4% |
| 45 years and older | 23.4% | 33.5% |
| Education | N = 128 | N = 2,312 |
| Did not graduate high school | 22.7% | 20.6% |
| High school graduate | 36.7% | 35.9% |
| Some college/vocational school | 38.3% | 33.6% |
| College graduate | 2.3% | 9.9% |
| Caller Type | N = 133 | N = 2,700 |
| General Information | 3.0% | 9.5% |
| Health care provider | 1.5% | 4.9% |
| Tobacco user | 95.5% | 85.6% |
| Payer Type | N = 100 | N = 1,873 |
| Insured | 24.0% | 31.1% |
| Uninsured | 30.0% | 30.3% |
| Medicaid | 46.0% | 38.6% |
| Heard About | N = 115 | N = 2,176 |
| Past caller | 15.7% | 15.2% |
| Employer/worksites | 0.9% | 0.9% |
| Health care provider | 27.8% | 31.3% |
| Television | 11.3% | 11.0% |
| Outdoor advertisement (billboard/bus/wall) | 2.6% | 1.8% |
| Targeted mailing | 0.9% | 0.3% |
| Great Start | 0.0% | 0.1% |
| Radio | 0.0% | 1.5% |
| Newspaper/Magazine | 0.9% | 0.4% |
| Brochure/Newsletter | 3.5% | 6.1% |
| Family or friend | 31.3% | 23.9% |
| Health Department | 3.5% | 6.3% |
| School | 1.7% | 1.3% |